

## **Honda creates 'Brand Ambassadors' with Global Learning Infrastructure and solutions provider CERTPOINT**

... Enhanced knowledge sharing and training to help exceed customer expectations...

**Long Island, NY., January 24, 2008** - Global Learning Infrastructure and solutions specialist CERTPOINT has signed a deal with Honda Motor Europe (HME) to improve business efficiency with the introduction of a comprehensive knowledge sharing and learning suite designed to create 'brand ambassadors'. CERTPOINT's VLS multi-lingual software will help provide 40 thousand employees, distributors and dealers throughout Europe with a mixture of e-learning, classroom training and product information.

"Like many large organizations these days, Honda Motor Europe needs to deliver regular training to more of its people in an efficient and timely manner," explains Dick Klein, head of customer operations with Honda Motor Europe. "We wanted to change the learning culture within Honda so that everyone could learn within working hours. We also wanted to establish a central repository of information and to enhance the skills base of all our employees and dealers to help us exceed customer expectations."

"We approached CERTPOINT as they understood our business challenges and they were able to deliver a strategic solution without cutting corners. It is vital in today's customer service driven market that everyone working for the business is able to act as a 'brand ambassador'." adds Klein.

Training is delivered on job title, responsibility and local regional requirements. The long term aim of HME's training initiative is to ensure knowledge is shared across the entire enterprise, meaning increased levels of excellence both in terms of technology and enhanced customer service.

Ara Ohanian, CEO, Founder and President of CERTPOINT said "We are extremely pleased that Honda Motor Europe selected us to support their continued accomplishments in bringing innovation, dedication and quality to its customers."

Ohanian concludes, "Our CERTPOINT VLS suite is unlike any other. It is the only system on the market that brings together essential e-learning and administrative tools into a seamless and adaptable platform. Our vertical sector expertise and strategic approach allows our customers to sharpen their competitive edge by maximizing and aligning their knowledge assets."

Honda Motor Europe has a Global license to deliver CERTPOINT VLS training in 32 languages, covering a wide range of products across its three core lines of business: automobiles, motor cycles and power equipment, including engines for motor boats.

## **CLIENT COMMUNITY NEWS:**

### **SAVE THE DATE! CERTPOINT'S ANNUAL FORUM LIVE 2008**

**When:** May 5-7, 2008  
**Location:** The Digital Sandbox  
55 Broad Street  
New York, NY 10004

A formal announcement including this year's event agenda and travel information will follow.

CERTPOINT's annual Forum Live was established as a part of our commitment to Lean Thinking and putting our clients at the center of all that we do. The main objectives of this event:

- Solicit continued client input into CERTPOINT's product development process and the evolution of VLS.
- Provide a forum for clients to share best practices, discuss challenges and learn from one another's experience.

Forum Live integrates with other activities such as the CERTPOINT client portal and our monthly virtual meetings. The goal of these activities is to provide the venues, tools and resources for our clients to share successes and challenges, learn from one another, and bring added value and business results.

### **Monthly Virtual Forum Review: CERTPOINT PREVIEWS NEW VLS 6.0**

CERTPOINT, a leading global provider of corporate training software and solutions, previewed VLS 6.0, the latest version of their Learning Management suite at CERTPOINT's January Virtual Forum. With an anticipated release date within the first Quarter of 2008, VLS 6.0 provides new capabilities such as e-Commerce Enhancements, Collaboration and Informal Learning, Performance Tracking and Talent Management, Ad hoc Reporting, and new Data Import and Export Utilities.

CERTPOINT's mission when building the new learning platform was to implement the concept of 'real world' learning into the product. With price setting features, users can assign price-specific details for varied events and user levels and payments can be processed using a credit card, PayPal, or invoicing. The new e-Commerce feature also enables one to charge users for access, employ account expiration dates and offer limited trial periods.

The Ad hoc Reporting feature is also new to VLS 6.0. Administrators can design and distribute public or private reports with charts and graphs. Filtering options guarantee report privacy. Recording information also becomes easier with the new Data Importing

and Exporting Utilities. Administrators can collect data in Excel sheets and import them into VLS 6.0 and then track and evaluate using the Performance Tracking and Talent Management Feature. Managers and administrators can create and manage goals for each user and gather multi-rater assessment information for users and their goals.

Another enhancement to CERTPOINT's VLS is its new Informal Learning options. Keeping with a 'real-world' learning experience, VLS 6.0 offers designated contributors the power to publish blogs, wikis and file libraries. Contributors and bloggers may be Subject Matter Experts and users can read and comment on their entries.

"These are just highlights," said Judy Nemes, Senior Business Analyst, CERTPOINT.  
"There are many other exciting new capabilities in this major VLS release."

CERTPOINT, with a client community consisting of industry leaders such as Toyota, The Hartford Insurance and Black and Decker, brings learning to the forefront of technology. By assisting in the delivery and management of the learning process inside a company, CERTPOINT's VLS and other technologies and services provide measurable results to the global enterprise community. By providing a corporate learning platform, CERTPOINT heightens brand and product knowledge and increases overall sales and client satisfaction. With the new features released in VLS 6.0, users will increase their learning experience, delivering measurable results.

### **Virtual Forum Community- "We Want YOU!"**

As many of you are already aware, on the first Thursday of each month, CERTPOINT holds a Monthly Virtual Forum. Here, our clients are brought together via 'Live Meeting' for an hour long web conference to learn about new product developments, gain a better understanding of current product features and capabilities, and to share best practices and learn from one another.

We are in the process of putting together the schedule of topics and presenters for 2008 and are seeking your input. If you would like to be a presenter or lead a discussion, you can! All you have to do is provide us with your topic of interest and we will guide you through the rest. Have a great idea, but not enough time to build a discussion? Let us know and we will build a Forum based on your idea.

To become a featured speaker, discussion leader or to submit your ideas, please contact Mary Grace Sauve, CERTPOINT's Client Community Director at [msauve@certpointsystems.com](mailto:msauve@certpointsystems.com). We would love to hear from YOU!

Please Note our next Virtual Forum will be Thursday **February 14<sup>th</sup> 2008-**  
(which is the second, not the first, Thursday of the month):

Led by CERTPOINT's Product Manager Rob Stewart this month's, discussion will be an Interactive Design Session on Notifications.

## **Planning for 2008: Write It Down**

How many of you out there have set New Year's resolutions but never seem to stick to them in the end? Ever tried writing them out instead of just saying them aloud? Only about 3% of adults today have clearly defined, written goals. Yet, it is proven that you can accomplish five to ten times more of your goals by writing down exactly what you want to achieve.

Follow these seven steps and you'll be on your way to achieving your goals this year and in years to come:

1. Brainstorm your goals and objectives
2. Write them down
3. Set deadlines
4. List all activities required to achieve each goal
5. Set a plan
6. Take Action!
7. Do at least one activity **every single day** to move towards your goal

At the end of the day, or week, review your list. You'll see even if you haven't accomplished everything you've set out to yet, that list has probably become a lot smaller- and a lot easier to reach.

So try it. All you need to do is write it down...

### **CERTPOINT's VLS Tip of the Month:**

**From our Product Documentation Specialist, Michele Brickner**

When using VLS's Content Creator, users have the ability to select the 'Wizard' they use most often as their default Course Creation Wizard. Simply, select the 'Choose Wizard' option from the 'File Menu'. Next, select the 'Wizard' of your choice, and then click 'Set as Default'. By doing this simple step at the beginning of a project, you'll save time and energy allowing you to focus on the content of your project rather than its set-up.

### **Come and Experience our Momentum During These Upcoming Events:**

**January 30-31<sup>st</sup> 2008-Learning Technologies 2008**

**Come Visit Us at Stand 52**

The Learning Technologies conference is widely regarded as Europe's foremost organizational learning gathering. As the field of workplace learning and development grows, so does the conference and in January more than 40 speakers and over 300 delegates will gather to share experiences on organizational learning, and the ever-

changing technology used to support it. The theme for the 2008 conference – our ninth – is Driving workforce performance through learning and development, and the conference programme will look at the what, the how, and the why of learning and development today.

**February 26-28<sup>th</sup> 2008- ASTD's Techknowledge Conference & Exposition  
Come See CERTPOINT at Booth # 105**

ASTD TechKnowledge® emphasizes developing and managing e-learning. The educational program includes more than 80 sessions including hands-on computer labs and corporate case studies.

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